

## Listing of Claims

1. (Currently amended) A marketing system for communicating with an audience including a targeted individual through a communication system, the marketing system, comprising:

a processor;

a database accessible by the processor and including data related to the targeted individual and an identifier;

a plurality of audio recordings accessible by the processor;

the processor adapted to present the targeted individual with a resource including an audio component tailored specifically for the targeted individual in response to the presentment of the identifier by the targeted individual, the audio component including ~~at least one~~ a first generic portion and ~~at least one~~ a first tailored portion, the ~~at least one~~ first generic portion including ~~at least one~~ an audio recording selected from the plurality of audio recordings and configured to present the audience with a recording containing marketing information and the ~~at least one~~ first tailored portion including ~~at least one~~ another audio recording selected from the plurality of audio recordings and configured based on at least a portion of the data in the database related to the targeted individual; and

the processor further adapted to load the first generic portion and insert a first go action preceding and a first tell target action following the first generic portion; load the first tailored portion and insert a second go action preceding and a second tell target action following the first tailored portion; and interlace the first generic and first tailored portions in forming the audio component.

2. (Currently amended) The marketing system of claim 1, wherein the ~~audio component includes a~~ first tailored portion ~~corresponding~~ corresponds to a name of the targeted individual included in the portion of data corresponding to the targeted individual and including a first audio recording selected from the plurality of audio recordings, the first audio recording including the name of the targeted individual.

3. (Original) The marketing system of claim 2, wherein the audio component includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

4. Canceled

5. (Original) The marketing system of claim 1, wherein the resource is presented in response to the identifier being provided through a web page.

6. (Original) The marketing system of claim 5, wherein the processor is adapted to provide the identifier to the targeted individual in a first media.

7. (Original) The marketing system of claim 1, wherein the resource further includes a visual component, the visual component including a generic portion configured for the audience and a tailored portion configured based on at least a portion of the data in the database related to the targeted individual.

8. (Currently amended) The marketing system of claim 7, wherein the ~~audio component includes a first tailored portion corresponding~~ corresponds to a name of the targeted individual included in the portion of data corresponding to the targeted individual and including a first audio recording selected from the plurality of audio recordings, the first audio recording including the name of the targeted individual.

9. (Original) The marketing system of claim 8, wherein the audio component includes a second tailored portion based on a first value of a first characteristic of the targeted individual included in the portion of data corresponding to the targeted individual.

10. Canceled

11. (Previously presented) The marketing system of claim 7, wherein the visual component includes a first tailored visual portion corresponding to a first characteristic of the

targeted individual included in the portion of data corresponding to the targeted individual.

12. (Currently amended) A marketing system for communicating with a targeted individual, the marketing system, comprising:

a processor;

a database accessible by the processor and including data related to the targeted individual; and

a resource including an address and an input;

the processor adapted to present the targeted individual with a first media, the first media including the address of the resource and at least a first portion of the data in the database related to the targeted individual, the first portion including an identifier; and

the processor adapted to selectively present the targeted individual with a second media tailored specifically for the targeted individual in response to the presentment of the identifier to the input of the resource, the second media including an audio message having ~~at least one~~ a generic portion and ~~at least one~~ a tailored portion, the ~~at least one~~ tailored portion configured based on at least a second portion of the data in the database related to the targeted individual;

the processor further adapted to load the generic portion and insert a first go action preceding and a first tell target action following the generic portion; load the tailored portion and insert a second go action preceding and a second tell target action following the tailored portion; and interlace the generic portion and the tailored portion in forming the audio component.

13-20. Canceled

21. (Currently amended) A method for marketing to a targeted individual utilizing an electronic communications system, the method comprising the steps of:

storing data related to the targeted individual in the electronic communications system;

providing the targeted individual with a first media including an address and an identifier;

receiving from the targeted individual the identifier;

providing the targeted individual with a second media tailored specifically for the targeted individual in response to receiving the identifier from the targeted individual, the second media including an audio message having ~~at least one~~ a first generic portion and ~~at least one a first~~ tailored portion, the ~~at least one~~ first tailored portion configured based on the data related to the targeted individual;

loading the first generic and first tailored portions in the audio message;

inserting a first go action preceding and a first tell target action following the first generic portion;

inserting a second go action preceding and a second tell target action following the first tailored portion;

interlacing the first generic and first tailored portions.

22. (Currently amended) The method of claim 21, wherein the ~~audio message includes a first tailored portion corresponding~~ corresponds to a name of the targeted individual, the name included in the data related to the targeted individual, the first tailored portion including a first audio recording of the name selected from a plurality of audio recordings:

23. (Original) The method of claim 22, wherein the audio message includes a second tailored portion corresponding to a first value of a first characteristic of the targeted individual, the first characteristic included in the data related to the targeted individual, the second tailored portion including a second audio recording selected from the plurality of audio recordings.

24. (Original) The method of claim 21, wherein the second media further includes a visual component.

25. (Currently amended) The method of claim 24, wherein the ~~audio message includes a first tailored portion corresponding~~ corresponds to a name of the targeted individual, the name included in the data related to the targeted individual, the first tailored portion including a first audio recording of the name selected from a plurality of audio recordings.

26. (Original) The method of claim 25, wherein the audio message includes a second tailored portion corresponding to a first value of a first characteristic of the targeted individual, the first characteristic included in the data related to the targeted individual, the second tailored portion including a second audio recording selected from the plurality of audio recordings.

27-31. Canceled

32. (Currently amended) A marketing system for communicating with an audience of targeted individuals, including a first targeted individual and a second targeted individual, the marketing system comprising:

a processor connected to a communication system; and

a database accessible by the processor including data related to the first targeted individual and a first identifier and data related to the second targeted individual and a second identifier; and

a resource including an input;

the processor adapted to present the first targeted individual with a first media tailored specifically for the first targeted individual, the first media including ~~an~~ a first audio component, the first audio component having ~~an at least one~~ a first generic portion configured to present the audience with marketing information and ~~an at least one~~ a first tailored portion, the ~~at least one~~ first tailored portion configured based on at least a portion of the data in the database related to the first targeted individual; and

the processor further adapted to present the second targeted individual with a second media tailored specifically for the second targeted individual, the second media including ~~an a~~ second audio component, the second audio component having ~~an at least one~~ a second generic portion configured to present the audience with marketing information and ~~an at least one a~~ second tailored portion, the ~~at least one~~ second tailored portion configured based on at least a portion of the data in the database related to the second targeted individual.

the processor further adapted to load the first generic portion and insert a first go action preceding and a first tell target action following the first generic portion; load the first

tailored portion and insert a second go action preceding and a second tell target action following the first tailored portion; load the second generic portion and insert a third go action preceding and a third tell target action following the second generic portion; load the second tailored portion and insert a fourth go action preceding and a fourth tell target action following the second tailored portion; and interlace the first generic portion and the first tailored portion in forming the first audio component; and interlace the second generic portion and the second tailored portion in forming the second audio component.

33. (Currently amended) The marketing system of claim 32, wherein the first media configured for the first targeted individual is presented to the first targeted individual in response to the first identifier being provided to the input of the resource and wherein the second media configured for the second targeted individual is presented to the second targeted individual in response to the second identifier being provided to the input of the resource.

34. (Currently amended) The marketing system of claim 33, wherein the first tailored portion of the first media presented to the first targeted individual includes ~~a first tailored portion including~~ an audio recording corresponding to a value of a characteristic of the first targeted individual, the value of the characteristic being determined from the data in the database related to the first targeted individual.

35. (Currently amended) The marketing system of claim 33, wherein the second tailored portion of the second media presented to the second targeted individual includes ~~a first tailored portion including~~ an audio recording corresponding to a value of a characteristic of the second targeted individual, the value of the characteristic being determined from the data in the database related to the second targeted individual.

36. (Currently amended) A method for marketing to a targeted individual utilizing an electronic communications system, the method comprising the steps of:  
storing data related to the targeted individual including an identifier;  
receiving from the targeted individual the identifier;  
verifying the identifier by comparing the identifier to a database containing a

plurality of known identifiers;

providing the targeted individual with a resource tailored specifically for the targeted individual in response to receiving the identifier from the targeted individual, the resource including a visual component and an audio message having ~~at least one~~ a first generic portion configured to present the targeted individual with marketing information and ~~at least one~~ a first tailored portion, the ~~at least one~~ first tailored portion configured based on a portion of data stored in the database and related to the targeted individual;

loading the first generic and first tailored portions in the audio message;

inserting a first go action preceding and a first tell target action following the first generic portion;

inserting a second go action preceding and a second tell target action following the first tailored portion; and

interlacing the first generic portion and the first tailored portion of the audio message.

37. (Currently amended) The method of claim 36, wherein the ~~audio message includes a first tailored portion corresponding~~ corresponds to a name of the targeted individual, the name included in the portion of data related to the targeted individual.

38. (Original) The method of claim 37, wherein the audio message includes a second tailored portion corresponding to a first value of a first characteristic of the targeted individual, the first characteristic included in the portion of data related to the targeted individual.

39. (New) The marketing system of claim 1, wherein when the first generic portion precedes the first tailored portion in the audio component the first tell target action directs play to the second go action; and when the first tailored portion precedes the first generic portion in the audio component the second tell target action directs play to the first go action.

40. (New) The marketing system of claim 39, wherein the processor further loads a stop action; and when the first generic portion precedes the first tailored portion, the

second tell target action directs play to the stop action; and when the first tailored portion precedes the first generic portion, the first tell target action directs play to the stop action.

41. (New) The marketing system of claim 1, wherein the audio component includes an optional tailored portion, the optional tailored portion only being sounded when a predefined condition is met, the processor further adapted to load the optional tailored portion and insert a third go action preceding and a third tell target action following the optional tailored portion; and interlace the optional tailored portion with the first generic and first tailored portions.

42. (New) The marketing system of claim 41, wherein at least one of the tell target actions contains logic to decide whether to include the optional tailored portion.

43. (New) The marketing system of claim 1, wherein at least one of the tell target actions contains logic to decide which of the plurality of audio recordings to include in the audio component.

44. (New) The method of claim 21, further comprising:  
when the first generic portion precedes the first tailored portion in the audio message, creating the first tell target action to direct play to the second go action; and  
when the first tailored portion precedes the first generic portion in the audio message, creating the second tell target action to direct play to the first go action.

45. (New) The method of claim 44, further comprising:  
inserting a stop action; and  
when the first generic portion precedes the first tailored portion, creating the second tell target action to direct play to the stop action; and  
when the first tailored portion precedes the first generic portion, creating the first tell target action to direct play to the stop action.



46. (New) The method of claim 21, further comprising:

loading an optional tailored portion in the audio message that only plays when a predefined condition is met;

inserting a third go action preceding and a third tell target action following the optional tailored portion; and

interlacing the optional tailored portion with the first generic and first tailored portions.

47. (New) The method of claim 46, further comprising:

providing at least one of the tell target actions with logic to decide whether to include the optional tailored portion.

48. (New) The method of claim 21, wherein the audio message can potentially include a plurality of tailored portions, the method further comprising:

providing at least one of the tell target actions with logic to decide which of the plurality of tailored portions to include in the audio message.